

CASE STUDY

WELLS LAMONT INDUSTRY GROUP

Marketing Communications Campaign



Client Situation:

Wells Lamont wanted to enhance its brand recognition among its core markets. Wells Lamont's strong brand was the result of its strong retail sales, primarily winter wear and gardening gloves. The company's fledgling industrial business unit needed to reinvent itself to become "Specialists in Hand Protection." Our job was to create awareness for Wells Lamont and to re-brand them as the authority in hand protection.

Tactics:

Maximize the return on investment of Wells Lamont's budget in development of awareness, performance, and sales. This integrated campaign included powerful full color advertising; literature and sales materials; 12 major feature articles in the first year alone; a number of press releases each year; effective database management and direct mail; outstanding inspection/audit and training programs; and targeted special programs aimed at the automotive and chemical industries as well as cleanroom applications.

Results:

Set sales records during the first campaign year, in addition to the two following years.

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Gemini Towers Suite 500 • 1991 Crocker Road • Westlake, OH 44145

tel: 440.617.0100 • toll free: 1.877.900.3366 • fax: 440.614.0529

www.stevensstrategic.com • estevens@stevensstrategic.com